

Plaintiffs' Exhibit 75

(Redacted)

United States Department of Commerce
U.S. Census Bureau
Team Y&R

Team Y&R | **Census 2020**

Order 15: TYR 2020 Census Paid Media Budget Distribution

Date:	Wednesday, September 2, 2020
Technical Area:	Order 15 - Media Planning and Buying
Approver(s):	<div style="display: flex; justify-content: space-between;"> <div> <div style="background-color: black; width: 100px; height: 1em; margin-bottom: 2px;"></div> <div style="background-color: black; width: 100px; height: 1em;"></div> </div> <div> - OR15 Census Bureau Order Manager - VMLY&R General Manager (OR12, OR15, OR17) </div> </div>

Upon the final approval of the Order 15 (Media Planning and Buying) Media Plan v2.0 by The United States Census Bureau, the Order 15 Census Order Manager hereby authorizes VMLY&R to purchase and finalize all paid media for the 2020 Census Paid Media Campaign.

<i>American Indian/Alaska Native (English)</i>	December	January	February	March	April	May	June	July	August	September	Total
National Television											
Local Television											
National Radio											
Local Radio											
National/Trad OOH											
Local/Non-Trad OOH											
National Magazine											
Local Magazine											
National Newspaper											
Local Newspaper											
Events											
Digital - Display - Programmatic											
Digital - Display - Site Direct											
Digital - Paid Search											
Digital - Paid Social											
Digital - Ad Ops / Ad Serving											
Total	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0		

VMLY&R
 VMLY&R General Manager (OR12, OR15, OR17)

Signature:

Date: Sep 2, 2020

Census Bureau
 OR15 Census Bureau Order Manager

Signature:

Date: Sep 2, 2020









AIAN MAF_Digital Incremental for NRFU MAF

Final Audit Report

2020-09-02

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